

# Decision-Making for the Entrepreneur: Six Easy Steps to Following Your Intuition

-By Doug Ottersberg-

Decision-making is a core trait of every successful entrepreneur. When you've whittled down your options and are stuck at a crossroads, getting in touch with your intuition can help you make difficult decisions. Learning how to separate the honey from the beehive, so to speak, is difficult, but intuition can be developed.

*Intuition is "knowing" something without being able to explain how you came to that conclusion rationally. It's that mysterious "gut feeling" or "instinct" that often turns out to be right in retrospect, like knowing that Tony Danza's talk show would soon be canceled.*

Here are six steps to fine-tuning your intuition:

## **1)-BASIC INSTINCT**

It's difficult to depend on something that you don't understand, so you shouldn't base every one of your decisions on intuition. For example, if you're hiring someone, you should look at qualifications first and foremost. But when you've weighed all the options and there is no obvious, rational choice, intuition's really all you've got.

Consider the following:

Intuition is how you quickly tap into your subconscious mind, which is where you "archive" information that you don't remember on a conscious level. Sometimes you pick up on things subconsciously without realizing it, such as body language. It will register as a certain "vibe" that you can't articulate, but it could very well be valid.

Without intuition, you're no different than a computer making decisions based on facts. Then again, we don't always have all the facts. But unlike a computer, you're already making decisions based on various factors other than logic... So why not learn how to use your intuition as well?

Even some of the world's greatest scientists, the most logical thinkers of all time, have made their finest discoveries based on flashes of intuition (think of Isaac Newton and the apple that fell on his head, or Archimedes shouting "Eureka!" in his bathtub).

## **2)-ASK A QUESTION...AND LISTEN TO THE FIRST THOUGHT THAT POPS IN YOUR MIND**

This isn't easy, because several thoughts will buzz around your mind at once. Try out this exercise to help train your intuition the next time you're at a restaurant. Look at the menu and pick the first thing that stands out to you. Ignore the remainder of your thoughts, such as: "But gee what are the specials? But I had chicken last time. But my best friend is on a diet and I'll feel bad eating this in front of her. But my uncle said the mashed potatoes here were soupy..."

Don't dwell on it. Turn off the blah blah blah. Just pick something. Sure it's scary...What if you make the wrong choice? But you'll be fine.

## **3)-MEDITATE – THE OM'S HAVE IT**

No, it isn't just for California and hippies anymore. Meditation will help you be centered, peaceful, and receptive to good ideas and help decision-making much easier. To listen to your intuition it helps to clear your mind of repetitive thoughts and worries. Find a meditative technique you are comfortable using and practice.

## **4)-TRUST YOUR GUT**

You've got that weird sensation. No, it wasn't last night's 2 AM run to Taco Bell. There's a reason it's called a "gut feeling."

Many times, a decision that you “know” is wrong makes you feel discomfort in your stomach. That physical sensation is a guide you should sometimes listen to. And stay away from the 99 cent menu after midnight.

### **5)-KEEP AN INTUITION JOURNAL**

Every day, use your intuition to make a guess about someone or something. Don’t act on it, yet. Just write it down. Focus on statements like “I have a feeling that...” or “My intuition tells me that...”

If there are any sensations associated with your intuition, such as tingling in your solar plexus (good decision) or general physical discomfort (bad decision), be sure to record it.

Looking back in your journal, see how often you are right. As you learn more about how to recognize your intuition, and you see it leading you in the right direction, your confidence will grow. And so will your intuitive power.

### **6)-EXERCISE THE RIGHT SIDE OF YOUR BRAIN**

Intuition is drawn from the right hemisphere of the brain, which is the same side that controls nonverbal, holistic thought and expression. This hemisphere is usually more developed in women, hence “woman’s intuition”. Don’t worry guys soon you too will be able to use massive leaps of logic that dazzle and bewilder the opposite sex, and help you make the right decisions. Here are some other ways to “work out” your intuition:

*Be Creative...*

*Dance...*

*Paint...*

*Visualize...*

*Brainstorm...*

*Jam with your musical friends...*

Remember: Two rights don’t make a wrong, but three lefts make a right.

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